

CLAIMS

Therefore, having thus described the invention, at least the following is claimed:

1. A media services device, comprising:

a memory for storing subscriber identification information; and

a processor configured to receive the subscriber identification information and a media presentation, wherein the processor is further configured to insert the subscriber identification information into the media presentation.

2. The media services device of claim 1, wherein the processor is located in a media services server device, wherein the processor is configured to receive a request for the media presentation from a media services client device.

3. The media services device of claim 1, wherein the processor is located in a media services client device, wherein the processor is configured to receive the subscriber identification information from an in band pathway delivered from a media services server device.

4. The media services device of claim 1, wherein the processor is located in a media services client device, wherein the processor is configured to receive the subscriber identification information inputted from a remote control device.

5. The media services device of claim 1, wherein the processor is located in a media services client device, wherein the processor is configured to receive the subscriber identification information from an out of band signal, wherein the out of band signal is delivered from a media services server device.

6. The media services device of claim 1, wherein the processor is located in a media services client device, wherein the processor is configured to insert the subscriber identification information into the media presentation during a vertical blanking interval of the presentation of the media presentation.

1 7. The media services device of claim 1, wherein the subscriber identification
2 information is invisible to a viewer of the media presentation and write protected.

1 8. The media services device of claim 1, wherein the processor is located in a media
2 services client device, wherein the processor is further configured to demultiplex, decrypt,
3 and decompress the subscriber identification information and the media presentation in the
4 media services client device.

1 9. The media services device of claim 1, wherein the processor is located in a media
2 services server device, wherein the processor is configured to receive the subscriber
3 identification information from an out of band pathway delivered from the media services
4 client device.

1 10. The media services device of claim 1, wherein the processor is located in a media
2 services server device, wherein the processor is further configured to receive a media services
3 client device identifier from a media services client device.

1 11. The media services device of claim 10, wherein the processor is further configured
2 to associate the media services client device identifier with subscriber identification
3 information corresponding to the media services client device identifier.

1 12. The media services device of claim 11, wherein the processor is further configured
2 to receive the subscriber identification information from a billing manager system.

1 13. The media services device of claim 1, wherein the processor is located in a media
2 services server device, wherein the processor is further configured to deliver the subscriber
3 identification information to a media services client device.

1 14. The media services device of claim 13, wherein the processor is further configured
2 to deliver the subscriber identification information in an out of band pathway to the media
3 services client device.

1 15. The media services device of claim 13, wherein the processor is further configured
2 to deliver the subscriber identification information in an in band pathway to the media
3 services client device.

1 16. The media services device of claim 13, wherein the processor is further configured
2 to insert the subscriber identification information into the media presentation.

1 17. The media services device of claim 13, wherein the processor is further configured
2 to encode, compress, and encrypt the subscriber identification information with the media
3 presentation.

1 18. The media services device of claim 1, wherein the processor is further configured to
2 insert the subscriber identification information into the media presentation to enhance tracing
3 copying of the media presentations.

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1 19. A method for inserting subscriber identification information into media
2 presentations, the method comprising steps of:
3 receiving subscriber identification information;
4 storing the subscriber identification information in memory;
5 receiving a subscriber request for a media presentation; and
6 inserting the subscriber identification information into the media presentation requested
7 by the subscriber.

1 20. The method of claim 19, wherein the receiving steps occur at a media services
2 client device.

1 21. The method of claim 20, wherein the media services client device receives the
2 subscriber identification information and the request for the media presentation from a remote
3 control device.

1 22. The method of claim 19, wherein the receiving steps occur at a media services
2 server device.

1 23. The method of claim 22, wherein the receiving steps occur by means of an out of
2 band pathway from the media services client device to the media services server device.

1 24. The method of claim 23, wherein the media services client device is associated
2 with a media services client device identifier recognized by the media services server device.

1 25. The method of claim 24, wherein the media services server device associates the
2 media services client device identifier with the subscriber identification information.

1 26. The method of claim 25, wherein the media services server device communicates
2 the subscriber identification information to the media services client device.

1 27. The method of claim 19, wherein the storing step occurs at the media services
2 client device.

1 28. The method of claim 19, wherein the storing step occurs at the media services
2 server device.

1 29. The method of claim 19, wherein the inserting step occurs at the media services
2 client device.

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1 30. The method of claim 19, further comprising the step of receiving the media
2 presentation from the media services server device.

1 31. The method of claim 29, wherein the media services client device inserts the
2 subscriber identification information into the media presentation during a vertical blanking
3 interval of a presentation of the media presentation.

1 32. The method of claim 29, wherein the media services server device transports the
2 media presentation to the media services client device as a compressed and encrypted media
3 stream.

1 33. The method of claim 32, wherein the media services server device inserts the
2 subscriber identification information into the compressed and encrypted media stream.

1 34. The method of claim 33, wherein the subscriber identification information is
2 configured as a compressed and encrypted data portion of the compressed and encrypted
3 media stream.

1 35. The method of claim 34, wherein the subscriber identification information is
2 configured as a compressed and encrypted subscriber identification information portion of the
3 compressed and encrypted media stream.

1 36. The method of claim 19, wherein the subscriber identification information is
2 invisible to a viewer of the media presentation.

1 37. The method of claim 19, wherein the subscriber identification information is write
2 protected.